

"Each U.S. farmer produces enough food for 65 people"

The food and agriculture system is the U.S.'s biggest industry. Cash receipts from farming totaled \$140 billion in 1980, reports "Ag Outlook", published by the Economic and Statistics Service of USDA. Each U.S. farmer produces enough food and fiber for 65 persons.

This is a much more efficient rate than that of other countries and, as a result, Americans spend only about 15% of their average disposable income on food. Russians spend more than twice that, the

Japanese about 30%, the French more than 40%, Brazilians nearly 40%, and East Indians more than 60%.

"The U.S.'s ability to produce food at low cost has always put us in an export position—either of resources or food. Now, however, we have to have significant amounts of resources from overseas to keep our food industry at the level we would like to sustain."

Making these remarks is Dr. Donald Johnson, dean of agricultural sciences at Col-

orado State University, discussing the political consequences of feeding the world in the '80s. Johnson says, "Whether we like it or not, we have grains that move in large volumes in the international food business, and that affects our politics, both internally and externally."

"We faced internal problems from the Russian grain embargo. Mr. Haig suggests it hurt Russia. Instead, it's the American farmer that's been hurt. The most critical need of the American farmer is a reliable market that provides him with an adequate income to pay him for what he's done. That's our system here in America—our free system versus the Soviet Union's system."

President Reagan lifted

France devalues its "green" rate

France's devaluation of its green rate by giving French farmers a 1.5% increase in their product prices comes at a time when the government has imposed strict measures to hold down consumer prices, economic observers said.

An agriculture ministry spokeswoman recently confirmed that French agricultural products will rise by 1.5% exactly following the devaluation of the "green" franc.

After the recent realignment of the European monetary system, West Germany, France, Italy and the Netherlands had two options to restore equilibrium to EEC agricultural trade. Either they could adjust their green rates, the fixed rates of exchange which convert European Economic Community farm product prices into local currency, or they

could change the monetary compensation amounts (MCA) applied to farm products which cross intra-EEC borders.

Other EEC countries chose to change the MCA rather than adjust their green rates. In Germany and the Netherlands, green rate adjustments would have decreased farm prices.

Although the French government rarely misses an opportunity to raise farm prices, some grain trade observers said they thought President Francois Mitterrand's campaign to reduce inflation would take precedence in this case.

One grain trader said the government may consider the green rate devaluation an anti-inflationary move. He said French farmers had withheld new-crop grain in expectations of a green rate devaluation.



MUNN—Montana Silver-smiths announced recently the addition of Sally Munn to the Hou-Tex sales staff. Munn will cover part of Houston and the Beaumont, Texas area.

the embargo April 24, 1981.

Other countries now are dictating prices of U.S. goods. "A few years ago," says Johnson, "our concerns, problems, prices were our own, but now it's a world situation."

Nearly all future scenarios for the world predict a worsening petroleum supply situation in the 1980s and 1990s, especially as the USSR begins to compete as a net importer.

Since grain is likely to remain a principal source of export earnings for the U.S., it can be perceived as a primary means of paying the rising oil bill. Petroleum imports for the U.S. in 1980 were up 32% (78.6 billion) from 1979.

A good example, says Johnson, is just south of the border. Mexico's population growth rate (averaging more than 3.2% annually over the last decade) is expected to rise from 68 million to 254 million by 2075.

The U.S. food supply and Mexico's new-found energy supply require careful political handling, says Johnson. In early December 1980 the U.S. and Mexico signed a one-year agreement providing for Mexican purchases of 6-8 million tons of U.S. grains, oilseeds and vegetable oils, worth about \$2 billion. The U.S. will purchase oil from Mexico in a somewhat reciprocal agreement.

Favorable agricultural trade offsets about one-

fourth of the foreign oil bill, and it is mainly agricultural exports that keep the U.S. balance of trade from sinking even deeper into deficit. Exports of farm commodities totaled a record \$41.8 billion last year.

Farm exports are expected to remain strong, but the plus for farm goods can't make up for the weakening market for U.S.-made goods, say experts. Johnson says as long as the U.S. continues to buy more than it sells abroad, the dollar's stability is in the hands of foreigners.

Many people ask if the U.S. position can be strengthened in the future or if a wheat cartel is possible.

Although no formal organization of food exporting nations exists, Johnson sees no reason why such a group couldn't be formed but adds that the idea "seems abhorrent" to him.

With a wheat cartel (such as the OPEC oil nations) we could have the opportunity through our government to issue or, if we wanted to teach a country a lesson, deny an export license. But I think most people in the U.S. would back away from that. I don't think we would punish through food, although we might want to punish," Johnson said.

Recently voicing similar views was Morgan Smith, Colorado Commissioner of Agriculture. "It's a lot tougher to raise food prices

or withhold food than it is to raise oil prices," Smith said. "I think we have to be extremely careful with that. We can be branded as pretty heartless people. Once we let too many people become dependent on us for their food, it doesn't really matter whether or not they can pay us. We're stuck with either continuing to supply them or having them become worse enemies than they would have been if we hadn't helped them in the first place."

Politics is involved sometimes when a country tries to provide another needy country with food. Many nations simply don't have the government structure to receive the food, or countries having political differences refuse to let grain go across their countries to other countries, says Johnson.

Less-developed countries also need oil and are spending so much on oil that they can't buy food. Part of the problem is that much of the income of some of these nations is from the sale of export crops, and they have chosen such crops as cocoa over food crops.

"There are problems and challenges, and politics in food is going to be very important because we are going to continue to export food," says Johnson. "We must try to solve those problems and meet challenges to help feed the world in the '80s and on into the 21st Century."

Comments

Declines have ruled the fed cattle market for most of the past two months, but at least there are glimmers of hope. You'll notice from this week's Market Roundup column that feeder cattle are steady to \$3 higher in spite of lower slaughter cattle prices. California did show lower trends on feeder cattle, while calves were lower at a few other markets.

Buyer interest in contracting feeder cattle this fall has been slower and later than normal. Receipts at the major feeder cattle and calf markets across the country for the week ending in mid-October was just 210,000 head, nearly 90,000 less than for the same week a year ago.

With the reluctance of backgrounders and feeders to bid replacement cattle prices much higher, more feeder cattle may remain in the hands of the cow-calf man for a longer period of time than has been the case for several years. In the mid-October week trade, calves and short yearlings were selling at a lower price per cwt. than heavier cattle suitable to go direct into feedlots. Reports indicate an increased interest among cow-calf men in maintaining ownership of their feeder cattle all the way through the feedlot.

Interest rates play a big factor in such decisions, as generally the cow-calf rancher has less borrowed capital against the feeder cattle and may be in a better financial position to continue ownership.

With record feed grain production prospects, feed costs will undoubtedly be lower than last year. Prospects at the current time are also favorable for small grain winter pastures in the Southern Plains and Southeast, and it is expected that many feeders will go to those pastures this fall.

With interest rates continuing at relatively high levels, much of the benefit of lower feed grain prices is offset. However, it appears that profitability is beginning to return to many feedlots.

With the tax cut that went into effect on Oct. 1 and the even larger tax cuts for 1982, many feeders may elect to invest in feeder cattle to roll over income into next year for tax purposes. These factors may not result in significant gains in feeder prices, but should at the very least be instrumental in maintaining a floor under feeder cattle prices. In short, there are some good signs for the cattle economy—but it is not yet home free.

—GLENN RICHARDSON

IBP beef sales:

Hammer schedules Soviet negotiations

By CAROLYN J. HURST

Following the heels of an industry rumor that IBP had struck a meat export pact with the Soviet Union, a recent *Wall Street Journal* article reports negotiations on processed beef sales will be held next month between the chairman of Occidental Petroleum (IBP's parent company) and the USSR.

Reports CNS, Occidental Chairman Armand Hammer told the *Journal* that no agreement has been signed but he hopes to secure a market for IBP products in the USSR. Hammer reportedly gave Soviet officials samples of IBP products during an earlier visit and said they appeared receptive to further talks.

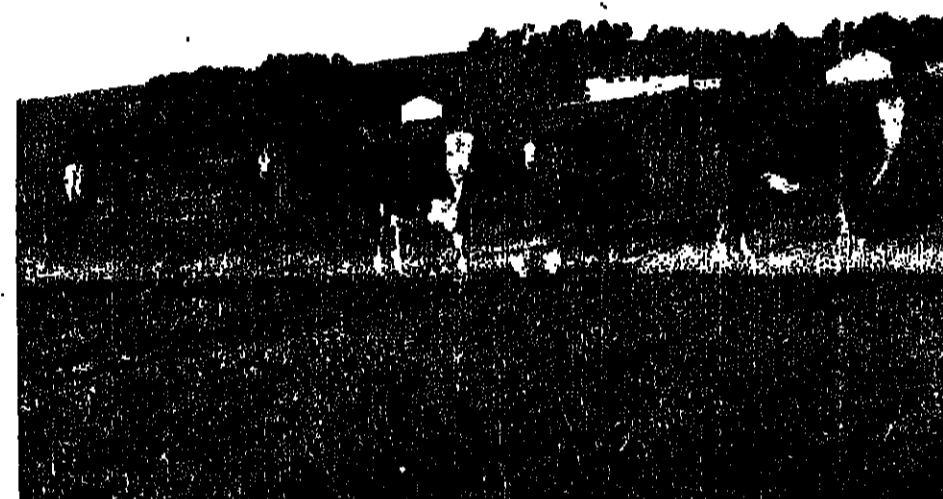
In a telephone interview, IBP spokesman Charlie Harness told WLJ that IBP knew nothing of Ham-

mer's plans to discuss sales to the Soviet Union prior to his statement in the *Wall Street Journal*. "Our association with Occidental is very young," said Harness, "and we know almost nothing about Hammer's plans. We do know that we want to increase beef exports overseas, however." Harness did say that IBP released an official statement the week previously that no negotiations had been held and no sales had been made.

Gordon Reece of Occidental was noncommittal but told WLJ that "it is solely in keeping with people in the beef business to try to sell their beef."

Hammer was unavailable for comment.

Occidental Petroleum acquired Iowa Beef Processors, Inc. earlier this year. IBP is the nation's largest meat packing firm.



CATTLE-ON-FEED—The recent cattle-on-feed report indicated placements of cattle on feed during the July through September quarter totaled 5.67 million head, 11% lower than a year ago and the lowest July-September number since 1974, USDA said. Fed cattle marketings during the quarter totaled 5.93 million head, up 4% from July-September 1980 placements. (Staff photo by Walter Dennis)

"We'll buy all the top Goods we can get our hands on . . ."

King Soopers execs explain generic marketing philosophy

Average weight heifers in the 600 to 600 lb. range, good confirmation and 5/10" backfat—those are meat buyer David Ellicot's specifications for King Soopers' "generic" beef.

Ellicot and King Soopers assistant meat plant manager, Paul Baker, spoke about their store's beef marketing philosophy at a recent meeting of the Rocky Mountain Chapter of the National Agri-Marketing Assn.

King Soopers began marketing generic beef alongside its Choice beef earlier this year after consumer surveys showed customers were seeking leaner beef at lower cost. "We're selling about 50% generic and 50% Choice," said Baker adding that those figures have remained constant from about three weeks after generic beef was introduced. "It has affected the total beef market," he said citing a 3-6% increase in beef sales by pound.

—GLENN RICHARDSON

"but the marketing going into it now is. It's a nice way to push beef that has less marbling. Producers are probably getting more (Continued on page 6)

Producers debate subsidy impact

New Zealand's subsidized lamb exports have been a major factor in the decline of the U.S. lamb industry, producers told the U.S. International Trade Commission recently.

Reports CNS at a commission conference aimed at determining whether counterbalancing duties are necessary to offset the competitive benefits of the export subsidies, U.S. producers said there were indications the subsidies had forced the U.S. industry to lose its price competitiveness on the world market.

Bill Silverman, an attorney representing the U.S. producers, said the subsidies had

been harming the U.S. lamb industry for about 20 years, and there were recent indications the New Zealand government plans to increase its subsidized exports to the U.S.

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News • Trends • Sales • Shows • Markets

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C-O-F marketing and weight breakdown figures unfriendly

Seven-state marketing and 23-state weight breakdown figures in the recent quarterly USDA cattle-on-feed report were slightly unfriendly to cattle feeders, according to analysts contacted by CNS.

The seven-state marketing figure for September, at 98% of a year ago, and the July-September 1,100 lb. and over steer category, at 101%,

"might help solidify the bottom" of the recently lower cattle prices, said Tom Tippens, Professional Cattle Consultants Inc.

According to Greg Schinkat, Victorio Co. analyst, the seven-state marketing figure indicates light marketings the past 45 days have been filling in the marketing "hole" expected in November and December.

Most of the steers in the 1,100 lb. and over category are in the Corn Belt, particularly Nebraska, said Joe Kropf, Livestock Business Advisory Services Inc. analyst. Nebraska had 41% more steers over 1,100 lb. than a year ago, the report showed.

The analyst contacted did not expect these heavier weight cattle to be a problem for the industry, but said the cattle must be sold before any price im-

provement occurs. Cattle prices will steadily rebound after the heavy weight cattle are marketed, Schinkat said. The analysts maintain cash cattle prices could peak at \$68.00 to \$69.00 in December, Texas Panhandle basis, based on the report.

Lippens said the 89% placed-on-feed figure in the 23-state report might stimulate packer inventory building as packers expect light marketings in coming months. However, Kropf said, packer inventory building will not be done until the weather becomes bad and rates of gain begin to decline, slowing marketings.

Overall, the analysts said the 23-state report was neutral to friendly because it indicated that feedlots marketed "good" numbers of cattle in the third quarter.

Analysts cite rains for premature peak

Recent rain and cautious hog producer attitudes contributed to a month-early peak in hog slaughter this fall, according to analysts and economists contacted by CNS.

Two months ago analysts and economists predicted daily hog slaughter would peak at 360,000 to 380,000 head in late November. They predicted average daily slaughter for October at 340,000 to 345,000 head.

However, daily slaughter has surpassed those projections. During the last two weeks, estimated daily slaughter averaged

356,777 head, within the projected peak range, but a month early.

The main contributing factor to the higher-than-projected slaughter levels was frequent rain throughout much of the Corn Belt, the sources said. The weather diverted farmers' attention from fieldwork to marketing hogs.

Weather and declining prices encouraged hog producers to clear inventories before prices were pressured lower, the sources said.

Producers have had a bearish attitude since late (Continued on page 8)

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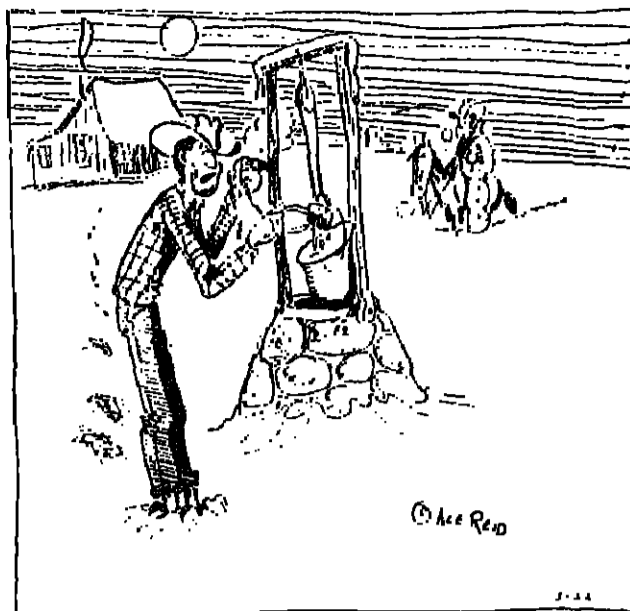
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COW POKE

By Ace Reid



"Wul, I came out here to git a drink and it's so cold the water froze!"

Letters

Marlboro Country

I have been reading WLJ for many years and have enjoyed every issue. I read Dick Crow's "Comments" column on Marlboro Country and it seems to be a good time to remember a cartoon years

USDA verifies mutton

USDA tests recently confirmed the presence of mutton in a sample taken from impounded beef produced by Tabro Meats Pty. LTD., Braeside, Victoria, Australia. USDA meat and poultry inspection official told CNS.

USDA's Mike Huggins said the discovery has prompted USDA to establish a special species test program for beef produced by Tabro and by another Victoria plant, Jasons Meat Pty. LTD., Abbotsford.

Earlier this year, USDA tests revealed that horse meat had been substituted for beef in a Jasons Meat shipment to the U.S. Both of these plants have been delisted as approved exporters to the U.S., Huggins said.

Under the special test program, USDA will take 71 two-pound samples of meat from both plants. That beef now is under impoundment in the U.S. these samples will be subjected to both visual ex-

ago in 1930 by Jim Williams. It went something like this:

"It sure looked fine and pretty when the days work is through."

"But it can't compare in beauty to the pit pan full of stew!"

I wish someone could revive those old cartoons, as they were very good.

Rex B. Olsen
Madeline, Calif.

Western nations reduce subsidies

Twenty-two western industrialized nations recently agreed to reduce government export subsidies by 20 to 25%, removing the threat of a major trade war with the U.S., the U.S. treasury department announced.

Assistant Treasury Secretary Marc Leland announced that the members of the Organization for Economic Cooperation and Development (OECD) agreed to increase their minimum interest rates on government-supported export credits for the first time since 1975.

"We and others have thought it could have generated an export trade war if some curb wasn't put on subsidies," said John Lange, treasury department trade finance specialist.

Lange said the increases in interest rates "mean that the major industrial countries will be somewhat more limited in the amount they can subsidize," reports UCN.

The OECD agreement specifies the minimum allowable interest rates on export credits would be increased by 2.25 to 2.50 percentage points for all currencies except the Japanese yen.

The agreement also establishes a precedent-making formula that distinguishes between nations with low interest rates and those with high interest rates.

The minimum interest rate in yen to be charged by the Japanese Export-Import Bank or other Japanese agencies was set at 9.25% in recognition of lower financial market rates in Japan, Lange said.

The interest rate minimum for the U.S. would be 11% for short-term loans and 11.25% for export subsidy loans of from 5 to 8.5 years.

The minimum interest rate on government subsidies before the agreement was 7.75% for borrowing nations classified as "relatively poor," on loans which took over five years to repay, and 8.5% for "relatively rich" nations.

Frozen embryo breakthrough made by CSU researchers

Colorado State University researchers announced a breakthrough in cattle embryo transfer technology today.

Dr. Peter Elsdon of CSU's Animal Reproduction Laboratory (ARL) said that a team of scientists attained a pregnancy rate of 80% by transferring frozen cattle embryos non-surgically in "on-the-ranch conditions."

The pregnancy rate compares favorably with one-time natural mating and artificial insemination, explained Dr. B.W. Pickett, ARL director. Previously, the CSU team reached a 38% rate.

Elsdon called the results "phenomenal... better than expected" and explained that combining the use of frozen embryos with non-surgical techniques in field

conditions will have a "great impact on the breed stock industry."

The cattle embryos had been collected and frozen over the last year and were transferred into cattle last July. Pregnancies were confirmed this month. The project was conducted on the Dale Robinson Ranch near Rock River, Wyo., using cattle owned by the Achilles Cattle Co. of Lexington, Ky.

By using embryo transfer techniques such as these, the breed stock industry should be able to improve quickly the genetic pool," Elsdon said, adding that more beef per acre is the ultimate goal.

That should be possible in the near future, Elsdon explained, since the project indicates that large-scale ranches can use embryo transfer techniques. "Now

that it has been shown that high rates of pregnancy can be attained without a rancher's having to build a sterile facility for surgery, embryo transfers should become more feasible," he added.

Non-surgical transfers have been under development for the past five years at CSU and elsewhere but were considered too inefficient previously.

Pickett credited the development of non-surgical transfer techniques, a better freezing agent and new thawing procedures with making the breakthrough possible.

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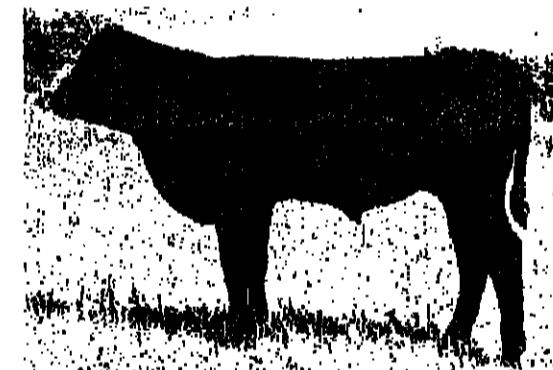
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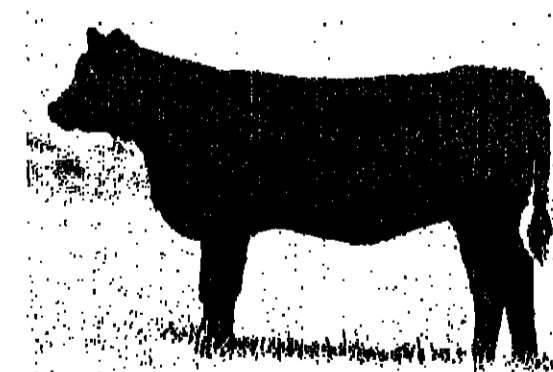
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Australian lamb: Bureau forecasts lamb price hike

Average saleyard prices for Australian lambs are expected to rise about 10% to 140 Australian cents per kilogram in 1981-82, the Bureau of Agricultural Economics said recently.

The Bureau based its forecast on an expected 6% decline in lamb slaughter to 16 million head in 1981-82. Adult sheep slaughter is expected to decline 32% to 10.5 million in 1981-81, reflecting improved seasonal conditions and withholding sheep for flock buildup.

Coming Events

Oct. 26—Budd Hereford Ranch Annual Sale, Big Piney, Wyo.

Oct. 28—Mitt Creek Herefords Autumn Opportunity Sale, Alma, Kan.

Oct. 28—Harold Sidwell, Inc. Annual Hereford Production Sale, Oak, Colo.

Oct. 27—Roubadeau-Riesinger Joint Simmental Production Sale, Garfield, Neb.

Oct. 28—D & B Rangue Cattle Co. Sale, Fairview, Okla.

Oct. 28—Lewis Double E Herefords, Alhambra, S.D.

Oct. 28—Southwest Wyoming Hereford Assn. Sale, Kremmerer, Wyo.

Oct. 28—Pompadour Hills Ranch Limousin, Theford, Neb.

Oct. 30—Bauman Ranch, Inc. Charolais Production Sale, Carpenter, Wyo.

Oct. 30—Sky Hi Cattle Co. Club Calf Sale, Sterling, Colo.

Oct. 30—Schroeder Cattle Co. Hereford Production Sale, Patlesda, Neb.

Oct. 30—Texaco Ranch Special Invitations, Shooker and Feeder Auction, Buffalo, Wyo.

Oct. 30—YO Ranch 2nd Annual Texas Longhorn Production Sale, Mountain Home, Texas

Oct. 31—Red McCombs Ranches 2nd Annual Texas Longhorn Production Sale, Johnson City, Texas

Oct. 31—Olds Cumberlin Video Auction, Denver, Colo.

Oct. 31—On Top Charolais Sale at the Henderson's Bar UI Ranch, Castle Rock, Colo.

Nov. 2—Morgan and Village Simmental Dispersal, Clovis, N.M.

Nov. 3—Stafford Herefords Annual Production Sale, Chugwater, Wyo.

Nov. 6—Beel Cattle Co. Ltd. Commercial Simmental Cow Herd Dispersal, Valentine, Neb.

Nov. 6—Blume Ranches, Ltd. Annual Hereford Production Sale, Castor Alberta Canada

Nov. 6—Norgran Cattle Co. Beef Builder Hereford Sale, Plattville, Colo.

Nov. 6—Stuber Ranch Hereford Sale, Bowman, N.D.

Nov. 7—Colo. Simmental Assn. Annual Fall Hereford and Steer Show & Sale, Denver, Colo.

Nov. 7—C & O James Ranch, Inc. Chianina Club Calf Sale, Burlington, Colo.

Nov. 7—R.M. Ostrum Ranch Co. Angus, Sheep and Horse Sale, Fairview, Mont.

Nov. 7—Golden Sprink Texas Longhorn Assn. Sale, Amarillo, Texas

Nov. 8—Green Mountain Angus Sale, Ryegate, Mont.

Nov. 8—Fowler Angus Auction

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Nov. 8—Fowler Angus Auction

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Book foresees threat of acreage reduction

A government-sponsored voluntary reduction in 1982 U.S. feed grain acreage would be the "unfortunate" result if nearly 30% of this year's record U.S. crop is not exported, U.S. feed grains council chairman, Robert Book said recently.

Book said an acreage reduction would be the "wrong signal" to send to importing countries concerned about the reliability of U.S. supplies.

A decision on acreage reduction would probably not be made until January or early February, Book said. This would allow the USDA to first assess the amount of U.S. corn exports to the USSR. Almost half of the Soviet Union's U.S. purchases early in the sixth year of the grains agreement have been wheat, however, and U.S. officials have no assurance the USSR will buy the maximum 23 million tons of wheat and corn permitted in the year ending Sept. 30, 1982, reports UCN.

Book said the U.S. must

export at least 70 million tons from its feed grain crop, now projected to exceed 240 million tons. If that amount is not sold abroad, end stocks will rise by 56% to about 50 million tons. This could lead to political pressures for acreage reductions in the 1982 crop, he said. USDA Secretary John Block has already announced a voluntary 15% reduction on wheat acreage.

Book said the feed grains council projects 1985 exports of U.S. feed grains at 100 million tons of which 32 million would have to go to the Asian market. Japan and South Korea now buy nearly 15 million tons of U.S. feed grains annually, and Book said China has great long-term import potential.

Chinese leaders discussed the possibility of developing corn milling facilities when USDA officials visited China in June, sources said. The goal would be to produce high fructose corn syrup and corn meal products.



DISPERSAL SALE—A large crowd of serious buyers gathered at the Georges Creek Ranch Purebred Simmental Total Dispersal Sale in Texas recently. Most of the cattle consistently sold around the sale average of \$1208.

Oil World says prices to reach lows in Oct.

Soybean prices are expected to reach their 1981 harvest low in October, but will then become firmer, possibly rising between 10 and 16%, according to Oil World's latest report.

The strength may result from increased demand, minimal U.S. farmer selling, and the sharp decline in South American exports aggravated by possible crop reductions, Oil World said.

The Hamburg-based magazine said the usage of meals in general is expected to increase markedly in November or December. Values will rise because prices have regained their attractiveness for livestock and poultry producers in many countries.

In addition, world demand for the leading oils continues to increase at about 5 to 6%, and could rise additionally in the next couple of months because of reduced stocks, the publication said.

Oil World said South American exports of soybeans have been declining sharply since August. The publication said meal and oil exports will fall dramatically during November through March because of a lack of raw material.

Recent depth reports

have raised concerns about South American oilseed crop prospects, particularly in Brazil, Oil World said.

Oil World said it expects U.S. exports will gradually fill the gap left by the decline in South American exports. It noted U.S. exports began to rise in the middle of September and crushing has increased since early this month.

U.S. interest rates and foreign exchange developments could still pose some problems to the market. However, the publication said the importance of the dollar exchange rate as a factor in determining prices could decline.

The magazine noted that commodity prices, both on a U.S. dollar basis and on an importing countries currency basis, are now at a much lower level than they were in July. Therefore, any downward scope will likely be limited.

Conversely, Oil World said a prospective increase in U.S. soybean carryover totaling 400 million bushels next year could limit the increase in prices.

The U.S. price support plan, aimed at raising prices, could help push soybean prices up 10 to 15% in the next four months, Oil World said.



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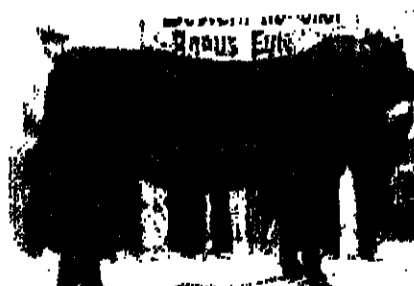
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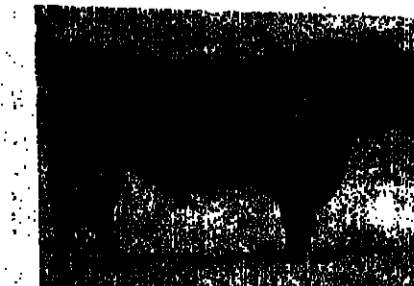


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MEDUSAHEAD—Medusahead, a non-native annual grass, has become a serious problem on western ranges. Acres of medusahead on the tablelands, northeast of Lively, Calif., is one of the most heavily infested areas in the Susanville, BLM district.

Cheap feed could lower hog prices

Pork producers, tempted to increase production because of an expected record corn crop, run a risk of trimming expected hog prices sharply, a farm economic analyst said recently.

John Marten, chief economist for Farm Journal Magazine, also said that recent USDA production reports showing that farmers failed to cut production as much as expected after financial losses last year might indicate that some kind of production surge is brewing. Cutting back the reduction is an awkward way to phrase it, Marten said. "But what it means is that there are more litters of pigs around than we thought."

Prices this winter probably will be around \$48 per cwt. for U.S. 1 barrows and gilts, and \$67 per cwt. for choice feeder steers, he told the National Agri-Marketing Assn. Outlook Conference.

Marten also said that the low corn prices tempting pork producers to hike their output could prove illusory "because all the bad news is in," after a record U.S. corn crop has been forecast. By his reckoning, "We're at or near the lows" for corn, wheat and soybean prices. Those are apt to spend much of the winter "on a

long, flat bottom," punctuated by occasional brief rallies.

Obituaries

EDWARD SONNENBERG

Edward E. Sonnenberg, 78, a cattle feeding pioneer from Sterling, Colo., died recently.

Sonnenberg was born in Big Springs, Neb., in 1904 and came to Colorado with his family in 1908. Sonnenberg worked a family farm operation and utilized his innovative nature to develop one of the most modern cattle feeding operations in the state.

Sonnenberg was one of the founders of Sterling Colorado Beef Co., serving as president and chairman and later as honorary chairman of the company.

The Colorado Historical Society honored Sonnenberg in 1960 for his part in making Colorado history.

BLUE MOUNTAIN CORRECTION: In last week's paper a photo and outline entitled Blue Mountain was printed in error. Jack Jacobs is employed by Blue Mountain Livestock Marketing Co. but the operation continues to operate under Ted Orr. Eileen and Jake Jacobs have not purchased the Baker Auction Yard.

Talk is cheap because the supply far exceeds the demand.

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Peavey converts milling byproduct

Peavey Co. has announced the development of a process for converting cereal grain milling byproducts to ethanol.

Michael Dwyer, Peavey vice president for ventures and science, said patent protection has been applied for, based on fundamental research on the nature of milling byproducts conducted over a three-year period at the company's technical center in Chaska, Minn.

Preliminary studies have demonstrated higher-yield, lower-cost benefits of the process over currently available corn use techniques, Dwyer said. At the present time, Peavey is examining production and marketing alternatives.

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King Soopers execs explain generic marketing philosophy

(Continued from page 1)
for their Good grade beef than ever before."

Ellicot, who personally selects about 75% of the chain's beef, said most of the cattle purchased for generic marketing will probably eventually be fed 100 to 110 days. "Right now, the majority of them are on feed 130 days."

"Although there is a correlation between marbling and tenderness, it's low," said Ellicot. "We look more to the number of days on feed as an indicator of eating pleasure. Color is also important because if the product on the shelf doesn't appeal to the consumer, it won't sell." Ellicot added there is little difference in texture, firmness and palatability in Choice and Good beef.

King Soopers took a positive advertising approach to promote its generic beef, the speakers said. Centering their pitch around leanness, diet/health issues, ("Generic beef has more protein/gram because there is less fat to lean," said Ellicot), and price, the store advertised in area newspapers and provided in-store information. Other than that, "we've pretty much left the decision up to the consumer."

Because some people are "afraid to try it (generic beef) because they feel it may be lower in quality or don't understand exactly what it is, King Soopers will continue to offer Choice beef," said Ellicot. A major competitor, Safeway, sell only "quality"

beef in most of its stores—a product which would also grade Good.

Baker said he is not sure how the proposed grading changes, if passed, would affect generic beef. He said the company may go back to selling only Choice, adopt a house name, or continue to market the high Good beef as generic.

Although Baker said the grocery chain probably has not educated its beef consumers as effectively as it could, he feels price is going to dictate the future of generic beef. "The price differential (between generic and Choice) is from \$0.10 to \$0.60 per lb.," he said. And, according to the store's meat buyer, "we'll buy all the top Goods we can get our hands on."



WINNER—Brian Webber had a dream come true when he won the pure-bred Arabian colt offered by Magic Park Arabians at the New Mexico State Fair. Jim Miller, owner of the Arabian breeding and training farm made the presentation.

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Australian board arranges financing

The Australian Wheat Board (AWB) is preparing to make huge borrowings in the Australian capital market to finance the 1981-82 crop, reports UCN.

The AWB circulated a request to financial institutions to begin talks aimed at putting together a package of private capital in excess of the 1.1 billion Australia borrowed last season.

Producers debate subsidies impact

(Continued from page 1)
Impose countervailing duties. Commerce then would be required to announce its decision on the lamb duty case by Dec. 11.

Commerce's International Trade Administration earlier this year began a countervailing duty investigation based on complaints by two U.S. lamb producer groups—the National Wool Growers Assn. and the National Lamb Feeders Assn.—that New Zealand unfairly subsidizes its lamb exports.

New Zealand recently signed a subsidies code of the general agreement on tariffs and trade, making the investigation subject to so-called injury tests.

As a signer of the code, New Zealand will be prohibited from renewing its seven export incentive programs, one of which involves lamb, when they ex-

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Researchers color-code horseflies to gather data that may affect cattle

Ask Russell Wright how he spent his summer and he'll likely say, "Painting polka dots on horse flies."

Right, Russ. And playing tiddlywinks with manhole covers. Or leaping with porcupines.

But the Oklahoma State University entomologist isn't being a smart-aleck. He and his research associates really did spend much of their time color-coding horseflies with a system of dots this summer.

The idea was to figure out how many times what kind of horseflies would take how much blood from where on a cow in a given amount of time and at which time of day during what time of year. Whew!

The researchers are trying to find out how important a pest horseflies really are, and if they warrant investments in population control studies.

"The most damaging species in this area is Tabanus abactor," Wright says. "It is found only from central Kansas to north-central Texas, where it is commonly called a cedar fly."

Although T. abactor is smaller than some species, it can consume .14cc of blood, which is twice its average weight, in one feeding. Wright says it isn't uncommon to see 150 of these flies feeding during a 10-minute time span in peak activity periods. With each taking .14cc of blood, that figures out to roughly a two-ounce shot glass per hour!

Wright says there is no data measuring the physiological effects of this feeding on cattle, but it's a known fact that energy and nutrition are required to make up blood loss. Just how much will hopefully be answered in future studies. "Our current research is directed at finding out which species are the most important here and when they are the most abundant and active," Wright says. "We needed to find out how many times each species took blood meals, so we painted them with a coded dot system while they were in the process of feeding."

From June 16 to June 29, the researchers painted 8,986 T. abactor horseflies. Using their dot system, they observed 2,009, or 22.5% of the first group, feeding a second time. These were remarked for still further identification. Within three or four days, 77% of the re-marked flies were again observed feeding, and still some of those fed a fourth time. Wright says the important thing was the documentation that the same horsefly will feed more than once.

"This indicates that horseflies are digesting their blood meal, laying their eggs and returning to the same area, perhaps even to the same animals. This is a major reason there are so many of them—and we were only looking at one species," he adds.

Knowing where a horsefly chooses to feed on an animal is also important to these efforts, since insecticides are not always applied all over an animal. "Larger species tend to

feed on the top and sides of cattle, while medium to small species go for the neck, underline, udder, lower belly and legs."



PAINTING—Lisa Coburn found herself working at an unusual occupation this past summer—painting dots on horseflies. Lisa, an OSU animal science sophomore from Guthrie, was a summer technician for an entomology research project monitoring the feeding activities of the insects.

Wright says. They also spent some time checking new insecticide-laden ear tags for possible use in horsefly control. Although the tags work well on ticks and some fly pests, Wright says preliminary results against horseflies have been disappointing. He hopes to continue evaluat-

ing these products in the future.

Blood loss isn't the only problem the pests cause. Irritation, swelling and scabbing, especially on horses, is another. Cattle can't graze regularly when they are constantly tossing their heads and stamping their feet to dislodge horseflies. There are some diseases that have also been associated with horsefly bites.

"We don't know how far horseflies can travel to get a meal when they have to, but we think it is quite a distance. We know they can stay alive by taking carbohydrate meals of nectar from flowers while they are hunting for animals to feed on," Wright says.

Conventional insecticides will kill most horseflies up to a week after application, but Wright says there is no accountable lowering of their populations because they occupy large areas, and because new adult flies are continually appearing.

Wright says there is much we need to learn about horseflies, such as increasing our knowledge of species distribution, and a lot more about their basic biology. He is especially concerned that little has been done scientifically to document the blood loss horseflies inflict on animals. He adds that little has been done on any type of control method.

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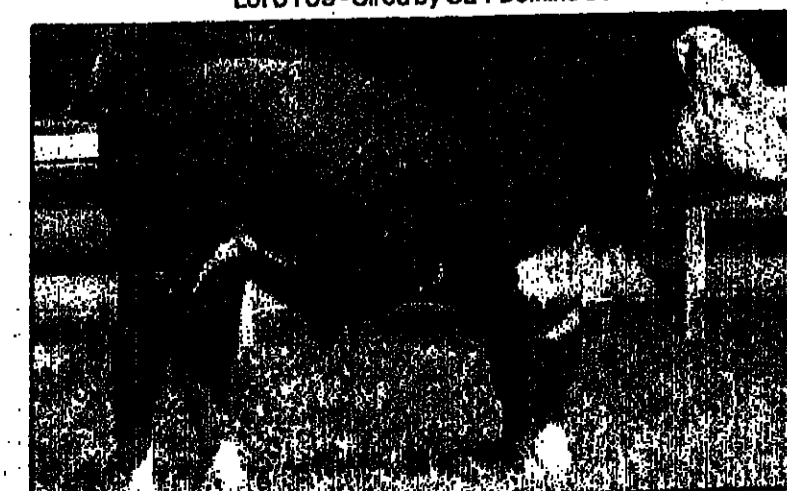
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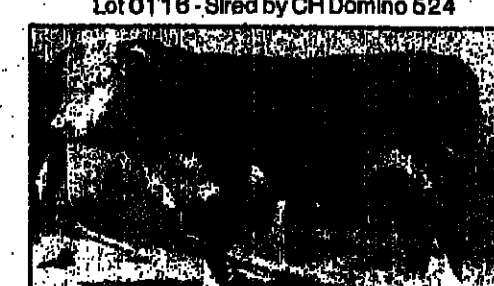
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Lot 0168 - Sired by CH Domino 524



Lot 0116 - Sired by CH Domino 524



Lot 0164 - Sired by LHR 1 Domino 7648

Spencer 1250

Analysts cite rains for premature peak

(Continued from page 1) August and, although they aren't panic selling, they want to clear out a few hogs," said Joe Kropf, analyst with Livestock Business Advisory Services Inc.

Kropf said the weather is the primary factor influencing the industry now and "If the weather continues to be wet... we may see a day or two of 380,000 head slaughtered."

Tom Tippens, analyst with Professional Cattle Consultants Inc., said if weather is clear during the next weeks, hog movement will taper off and cash prices may return to the \$50.00 level in early December. However, he said, if inclement weather persists, increased slaughter levels will continue.

Glenn Grimes, agricultural economist at the University of Missouri, said present slaughter levels have been only slightly below last year's fourth-quarter levels, and according to the most recent hogs and pigs report,

slaughter for the fourth quarter should have been 8 to 9% below last year's.

Therefore, the sources said, the hogs and pigs report may have underestimated market hog numbers. "If we were to agree with the USDA's hogs and pigs report," Tippens said, "We would see the lower slaughter levels."

Grimes said there is a possibility that the industry has marketed ahead of schedule because of the weather.

For now, the heavy seasonal marketings are over, the sources predicted, and because fewer hogs will be available in December and January, producers should experience larger profits this winter.

Although the numbers of hogs marketed in coming weeks probably will decline as farmers resume harvesting, the analysts said, there may be a few days when slaughter levels reach 370,000 to 380,000 head. However, the overall peak in slaughter, traditionally the week after Thanksgiving, has occurred, they said.



INSPECTION—Following the Australian horse meat incident and a meeting with USDA officials, the National Cattlemen's Assn. was invited to send small groups of cattlemen to observe first-hand the inspection procedures for imported meat at ports of entry in the U.S. USDA import inspector, Bruce Drashman (right) inspected chunks of Australian beef arriving in New Orleans. Observers are: Luther F. Smith (left), USDA Food Safety and Inspection Service, Dallas; Calvin Coulter, NCA Region VII vice president, Neb.; and W.P. (Bill) Fuller, president of the Louisiana Cattlemen's Assn.

Japan official opposes more U.S. ag imports

Japanese Prime Minister Zenko Suzuki has agreed his country will not accommodate U.S. requests for more agricultural imports from that country, officials said recently.

Officials of the Ministry of Agriculture, Forestry and Fisheries said Suzuki, in his meeting with MAFF Vice Minister Sakue Matsumoto said "I can understand the ministry's position" on not wanting to increase farm produce imports at present.

Matsumoto told Suzuki that the U.S. informally has urged Japan to hold negotiations on the import quotas of beef and oranges ahead of the completion of the Tokyo round of multilateral trade negotiations in 1983, according to the officials.

The vice minister also told Suzuki that Washington wants Tokyo to increase its grain production.

Currently, Japan has an

proximately 2.6 months supply equivalent wheat stocks but only 1 month for other grains, including feed grain, reports UCN.

"Even if the U.S. formally requests (increased Japanese farm produce purchases), there's no way we can comply," Matsumoto was quoted as saying. "We have been steadily increasing beef and orange (imports) and it is not advisable to agree to advance negotiations."

Meanwhile, the agricultural policy council, advisors to the prime minister who make up a new committee to discuss food security, held their first meeting, said council officials.

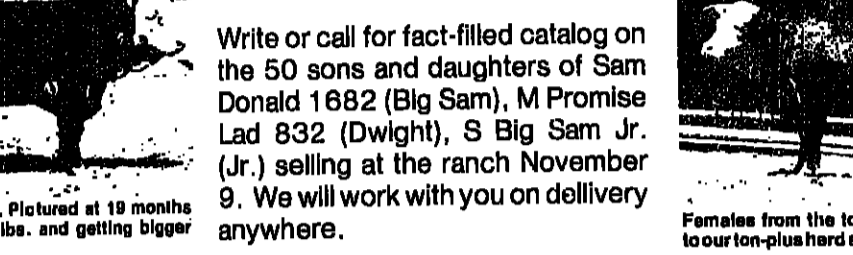
(During the talks, participants agreed to compile a report on ways to increase grain stockpiling, improve domestic agricultural production for the coming decade.)

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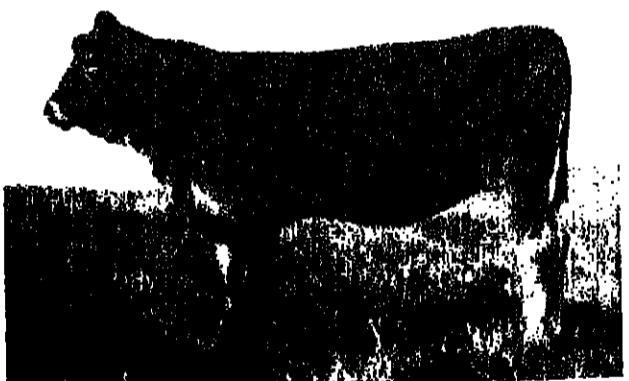
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Auction Results

NILE MONTANA LIMOUSIN SALE
Billings, Mont., Oct. 15

3 French PD pairs\$4833
2 French open females3150
2 PD pairs1225
18 bred PD females1283
7 open PD females787
21 1/2 pairs1271
50 open 1/2 females574
20 open 1/2 females538
2 1/2 pairs1218
14 bred 1/2 females606
6 bulls1953
100 lots1158

Auctioneer: Bruce Brooks
Sale Manager: American Cattle Services

Top pairs, Goldenview Lady Kim MCB 40K, 3/23/78 by Diesel, T Triangle Ranch, Dillon to Boyer Limousin, Neosho, Mo., \$4000. Bull calf, 4/28/81 by Carnation Joe; LL Heathman, Kinneer, Wyo., \$1250. Goldenview Lady MCB 14H, 2/21/78 by Diesel, T Triangle Ranch to Boyer, \$3800. Bull calf, 4/5/81 by Carnation Joe; Heathman, \$1400. WD Princess 20J, 5/17/77 by Longfellow ODD 12J; heifer calf at side; Jack Morrell, Poncha, Colo., to Boyer, \$4250. And, WD Duplicates 310J, 6/18/77 by Ballygorean Jack; Morrell to Frank Hindman, Crowheart, Wyo., \$2050.

Top bred females, JMCB 28M, 6/28/80 by Rendezvous Solitaire; 38K; Morrell to Hindman, \$4000. Whatstrest Jessa GAR 100J, 5/24/77 by Edlar; Helleckson Bros., Scooby, to Hindman, \$2300. MACC Miss Dancer 010M, 4/2/80 by Northern Dancer; Mac Land & Cattle Co., Sagache, Colo., to Jack Davis, Kallispell, \$2100. Tri Pedita 51K, 5/15/78 by Purridge; T Triangle Ranch to Smith Ranch, Buffalo, Wyo., \$1750. HACO 934, 10/23/78 by Texas Ranger 92J; Harley Colman, Charlo, to Lynn Ashley, Sheridan, \$1750. And, 88R Baronesa 1 282M, 5/7/80 by Falcon Creek Baron; Boyle's JB Ranch, Dieburn, Wash., to Spade Limousin, Grangeville, Idaho, \$1750.

Top bulls, Purebred 17F 12/7/74 by Gendarme; T Triangle Ranch to John Jackson, Jackson, \$2400. Evergreen Drifter, 2/17/81 by Gendarme; Hunt's Elk Horn Ranch, Golden, Wash., to Tri J Ranch, Fruita, Colo., \$2250. HAML, Black Diamond 20K, 2/1/81 by Black Diamond; Norman, Minn., Sagache, Colo., to Dave Mann, Helena, And, MACC Black Diamond 21N, 3/6/81 by Black Diamond; Mac Land & Cattle Co., to Bad Boy Ranch, Arapahoe, Wyo., \$1700.

A good sale with a good crowd on hand. The Livestock breeders on the move in the trade area, and that fact was well reflected in the total interest. These people wanted the cattle on offer, and they bid like they wanted to own them.

—RALPH HEINEMANN

NILE SPOTLIGHT POLED HEREFORD FEMALES

Billings, Mont., Oct. 15

11 bred heifers\$330
24 open heifers851
35 lots876

Auctioneer: Eddie Sims
Sale Management: National Cattle Services

Top females, Lady Vesocov N514, 3/7/81 by TM WSF Masiah 189K; Vesocov Polled Herefords, Roundup, to Larry Kendal, Osgood, Ind., \$2300. Lady Vesocov N474, 4/2/81 by Vesocov L826; Vesocov to Kendal, \$1800. Lady Vesocov N505, 2/25/81 by Justin Bob 181 409H; Vesocov to Kendal, \$1500. JR 337J Haco 120J, 2/27/80 by PHL 394E Ned 337J; John E. Riten & Sons, Inc., Sheridan, Wyo., to EN Murry, Goulden, Colo., \$1500. Baitooth Misty 514N, 5/19/81 by BT PRL Driver 538L; Baitooth Ranch, Columbus, to Julie Cooper, Billings, \$1200. Lady Vesocov N532, 2/14/81 by Justin Bob 181 409H; Vesocov to Kendal, \$1000. BHF MS 712 Adv 30R, 2/11/80 by BT Advancer 712K; Baitooth to Farley Herefords, Huntley, \$1000. And, TPRH Tru-maid BSG 18M, 3/20/80 by LCRH Big Sky Tonne, Tonne Polled Herefords, Geraldine, to Richard Ingelli, Geraldine, \$1000.

This was not a large consignment of cattle, and there was not a large crowd in attendance; however, it was an effective way to sell these cattle. The crowd contained more total interest than its size would suggest. The sellers made contact with some new customers, and the results were positive.

—RALPH HEINEMANN

VON FORELL HEREFORDS

Wheatland, Wyo., Oct. 17

71 1/2 bulls\$1805
57 bred heifers684
81 commercial bred heifers484

Auctioneer: Robert Schnell

Top bulls, 4L1 Game Plan 1819, 2.3.80 by PW L1 Domino 7288 to Barbara Davis, Cowdry, Colo., \$3500, 1/2 int. and full possession. 4L Mr. Beef 9167, 2/12/80 by Norden Prince to Barbara Davis, \$3300. 4L1 Game Plan 9114, 2/2/80 by PW L1 Domino 7288 to Arapahoe Ranches, Alliance, Neb., \$3000, 1/2 int. and full possession. 4L1 Game Plan 9121, 2/3/80 by PW L1 Domino 7288 to Ames Ranch, Wheatland, Wyo., \$3000. 4L1 Game Plan 9206, 2/16/80 by PW L1 Domino 7288 to Ione Barber and Son, Long Valley, S.D., \$3000. 4L Mr. Beef 9198, 2/17/80 by Norden Prince to Jim Wheatcroft, Sand Springs, Mont., \$3000. 4L1 Game Plan 9351, 4/6/80 by PW L1 Domino 7288 to Jim Wheatcroft, \$2900. 4L Mr. Beef 9158, 2/11/80 by Norden Prince to Ione Barber and Son, \$2900. 4L1 Game Plan 9251, 3.4.80 by PW L1 Domino 7288 to Faden Ranches, Harburg, Neb., \$2900.

Top heifers, 4L Miss Beef 8990, 5/12/79 by Norden Prince to Elsworth Ranch, Lemhi, Idaho, \$275. 4L Miss Regal 9001, 9/14/79 by MJB Regal Britisher to Glen Mags, Unionville, Mo., \$250. 4L Miss Regal 9003, 9/14/79 by MJB Regal Britisher to Glen Mags, \$250.

Top commercial heifers, 10 head drag to Shafter Ranch, Boson, Wyo., \$570 each, 9 head drag to Richard Buckles, Douglas, Wyo., \$570 each, 9 head drag to Clayton Russell, Glendo, Wyo., \$550 each.

Another fine sale for this firm. A very large crowd gathered and activity on the offering. The Shafter and Mads had the most successful sale conditions.

BAR RUNNING M HEREFORD DISPERSAL

Rush, Colo., Oct. 14

5 herd bulls\$7840
230 spring pairs1222
51 bred heifers782
20 bred cows678
324 lots1205

Auctioneers: Skinner Hardy and Lynn Welshear
Sale Manager: United Livestock Brokers, Inc.

Top bulls, Montana Domino 7040, 3/16/78 by Montana Domino 75194 to Hailer Rito Alto Herefords, Moffat, Colo., \$8800. Montana Domino 76024, 2/11/78 by Montana Domino 73079 to Bill Gruenewald, Wagon Mound, N.M., \$8500. L1 Domino 0154, 9/19/74 by L1 Domino 71399 to John J. Doherty and Sons, Trinchera and Folsom, N.M., and Moore Ranch, Raton, N.M., \$8000.

Top pairs, Miss Bar M4134, 5/8/74 by Bar Running M245, bred to L1 Domino 0154 to John J. Doherty, \$1800. N.M. 2/21/81 heifer calf by Montana Domino 75194 to King Bros., La Junta, Colo., \$1250. Miss Bar M276, 3/12/72 by Bar Running M877 bred to L1 Domino 0154 to Hunter Enterprises, Rye, Colo., \$900. Her 3/8/81 bull calf by L1 Domino 0154 to Mock Cattle Co., Trinchera, N.M., \$1900. Miss Bar M 5148, 4/28/75 by Bar Running M377 bred to Montana Domino 75194 to Keyhole Herefords, Elizabeth, Colo., \$1000. Her 2/21/81 bull calf by Montana

Domino 75194 to Jack Fast, Guy-mon, Colo., \$1550. Bar M 428, 3/20/74 by Bar Running M377 bred to Montana Domino 76024 to Hailer Rito Alto Herefords, \$1350. Her 3/19/81 bull calf by Montana Domino 76024 to Rito Alto Ranch, \$1000. Bar M Lady #56, 3/11/78 by Bar Running M377 bred to L1 Domino 0154 with 3/18/81 heifer calf by L1 Domino 0154 to Bill Gruenewald, \$2200. Mrs. Bar M540, 3/4/75 by Bar Running M254 bred to L1 Domino 0154, to Moore Ranch, \$1200. Her 3/8/81 will calf by L1 Domino 0154 to Meyring Livestock Co., Walden, Colo., \$850. Miss Bar M399, 2/20/78 by Bar Running M877 bred to L1 Domino 0154 to Frank Barry, Raton, N.M., \$750. Her 2/20/81 bull calf by L1 Domino 0154 to Meyring Livestock Co., \$1250.

Top bred heifers, Miss Bar M0106, 3/3/80 by Montana Domino 76055 bred to Bar Running M0197 to Bohart Ranch, Inc., Rush, Colo., \$1700. Bar M Lady 007, 2/1/80 by Line One dom J6181 bred to Bar Running M091 to John J. Doherty and Sons, \$1600. Miss Bar M0220, 4/21/80 by Montana Domino 76024 bred to Bar Running M091 to Bohart Ranch, Inc., \$1575.

This was a complete dispersal of Hillard Miller's Bar Running M Ranch. This program was based on performance and performance was the guideline of this sale. Complete performance data was

available on all cattle sold and it was obvious the buyers were paying attention to the records.

The crowd was good-sized with many of Miller's old customers on the seats. Annually this firm has had one of the best bull sales in Colorado and the past customers were taking advantage of this dispersion.

The sale was well organized and smoothly run as cattle moved through the sale ring in a smooth, rapid fashion. This was a lot of cattle to sell in one day and it says a lot for the sale management and the working ranch crew.

Counting time is not as important as making time count.

—JERRY YORK

GREEN MOUNTAIN ANGUS

GOLDEN AGRESSO SALE
Mon. NOV. 9
12:30 p.m. • at the ranch
RYEGATE, MONT. • 70 LOTS

10 1981 Bull Calves
50 1981 Heifer Calves
10 Proven Brood Cows

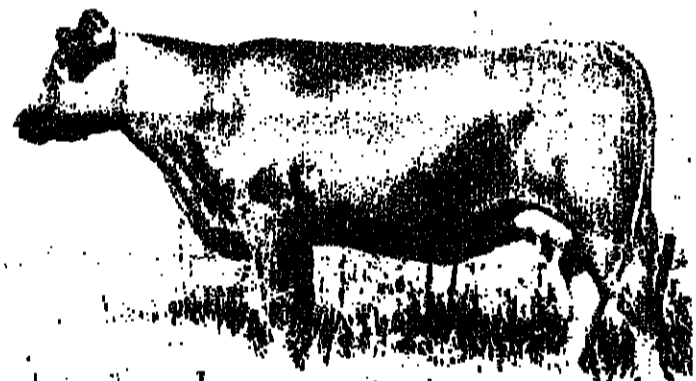
FEATURING THE GET & SERVICE OF:
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GREEN MOUNTAIN ANGUS • Gale Todd
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BUFFALO CREEK-RAPID CANYON ANGUS FEMALE PRODUCTION SALE

Thursday, November 12 - 1 p.m. - Pat Goggins, Auctioneer
Sheridan, Wyoming - Sheridan Livestock Commission Sale Barn
Selling 50 Lots of Top Quality Red Angus Seedstock

- 20 1981 Heifer Calves
20 1980 Bred Heifers
10 Bred Cows
- These cattle are sired by and bred to our best bulls, including:
- BUFFALO CREEK VC CHIEF 105 — The 1981 Grand Champion
 - RCN CANYON CHIEF 830 — A maternal brother to RCN DYN 614
 - OK L DOUBLE CHIEF AGAIN L 553 — Full Brother to J4430
 - COMSTOCK SIX PACK 170 — High testing and highest selling bull at 1981 Midland Test



Social Hour, Nov. 11, 6 p.m. Sheridan Center Motor Inn

Please write or call for Sale Catalog

Lunch available at Sale Barn

WOLF AND GIBBARD ANGUS • RAPID CANYON RANCH

Jack and Gini Chase
Box 105
Luttrell, Wyo. 82437
307/1236-2422 or 307/1272-6857

Mary Bowden
Rt. 2
Sheridan, Wyo. 82801

Alfred and Lucie Bowden
210 E. Elizabeth
Ft. Collins, Colo. 80522
303/221-3711 or 307/1674-1908

Western Livestock Journal Put your advertising message in

RIDDER HEREFORD RANCH • Callaway, Nebraska

Wednesday, November 11
1 p.m. CST at the ranch
Selling 65 Line One Bulls

JV ADVANCE 743 (pictured)
Frame Score 7. Principal sire of our 1981 Reserve Champion Carload of Junior Bull Calves in Denver, whose frame scores were 6.5 to 6.25. He was also sire of the Champion Hereford Bull at Iowa State Fair ROM Show and the Champion at Kansas State Fair.

RIDDER HEREFORD RANCH
Route 1, CALLAWAY, NEBRASKA 68825
John Ridder • Marianne Ridder • 308/936-2800 • Greg and Kathy Ridder
1 mile south, then 6 1/2 miles west on Hwy. 40 — 60 miles northeast of North Platte

including:
1981 National Western Reserve Champion Bull Carload
16 sons of JV Advance Dom 743
19 sons of CL 1 Domino 673 (his first sons)
14 sons of L1 2 Domino 77450 — he also sells!
12 sons of L1 Domino 77372

